

## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/02 thru 08/08.

(prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	(	PREVIOUS YEAR				
Feature Rate		30.	.8% of 23	,200 sto	res	32	.2% of 23	3,200 sto	res	25.5% of 22,500 stores				
		X L	ARGE	LAR	GE	X LA	X LARGE		LARGE		X LARGE		RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			1,450	1.46	10	1.79	320	1.09			350	1.74	
G	White 18 pack	30	2.25	180	2.35			2,110	2.20			210	1.91	
U	Brown 12 pack							10	1.99			40	1.49	
L A R	USDA GRADE A													
	White 12 pack			610	1.08	70	1.38	590	1.16	70	1.50	350	1.19	
	White 18 pack			600	1.92			720	2.45			510	2.06	
.,	Brown 12 pack							170	0.99			10	1.99	
	USDA ORGANIC													
s	White 12 pack											240	2.50	
	Brown 12 pack	130	3.97	310	4.21			990	3.93			330	4.17	
P E	OMEGA-3													
	White 12 pack	190	2.83	1,290	2.79			1,030	2.68	20	2.99	2,150	2.34	
C	Brown 12 pack			10	4.90			60	2.99					
A	CAGE-FREE													
î	White 12 pack	180	2.84	20	2.98			270	2.54			100	2.27	
Ŧ	Brown 12 pack			450	3.47			1,250	2.91			320	3.01	
v	VEGETARIAN FED													
•	White 12 pack	110	2.98	270	2.69			180	2.50			120	2.50	
	Brown 12 pack	150	2.96	100	3.40	580	2.69	630	2.59			20	2.84	

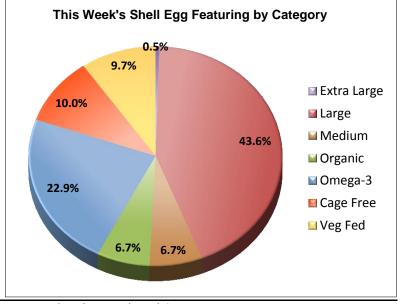
Large White Eggs - 0	Grade A or better, avo	g. feature price conve	rted to \$/dozen		
1.60					
1.45			1.46	1.42	1.05
1.30	1.33	1.22			1.35
1.15					
Jun 28-Jul-04 Jul	05-11 Jul 1	12-18 Jul 1	.9-25 Jul 26-	Aug-01 Aug	02-08

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,870	4,000	1,540	Large Eggs on
Specialty	3,210	4,990	3,300	Jul-29-2013
Total (includes MD)	6,520	9,370	5,120	499.8
Special Rate 4/:	7.8%	0.1%	9.4%	up 3.8%

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is lackluster as the number of stores promoting eggs are again less than the previous week. The weighted average price of Grade A, or better Large white eggs to consumers continues trending downward. Consumers are getting a much need boost to their buying power as the percentage of retailers offering "no price" specials is sharply higher. Medium eggs are still a popular option in many areas. Specialty eggs see a decline in featuring this week, however shoppers are offered a variety to choose from, with Omega-3 white egg types increasing in visibility towards the end of the promotion period. In the egg products sector, liquid egg are more frequent in flyers than a week ago.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

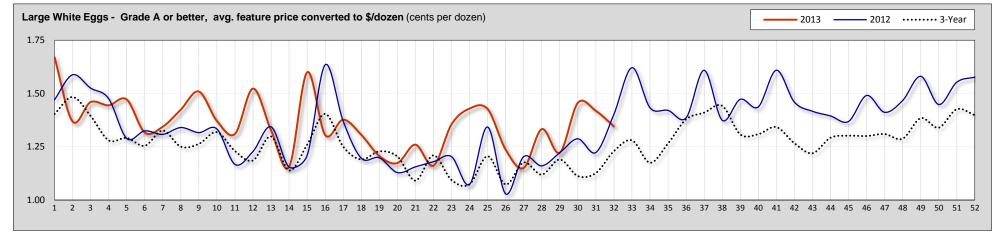
				EAST U.S.				HEAST U.S.		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 19.9% of 4,200 sampled outlets						
F	eature Rate 1/			,NH,NJ,NY,PA,F sampled outlet	. ,			NC,SC,TN,VA,V	,							
Activity Index "		Activity In	ndex = 2,93	30 (includes Me	dium)		Activity Index = 3			Activity Index = 1,110 (includes Medium)						
CLASS White 12 pack		EXTRA LAF		LARGE			EXTRA LARGE		ARGE	EXTRA LARGE	LARGE					
		Price Range Stor	res Avg 3/	Price Range	Stores	Avg 3/	Price Range Stores Avg	Price Range	Stores Avg 3/	Price Range Stores Avg 3/	Price Range	Stores	Avg 3/			
USDA	White 12 pack										0.99 - 1.49	20	1.20			
GRADI	White 18 pack										İ					
AA	Brown 12 pack	\A/I-:	4- 40l·				W/bit- 40	1.		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	<u> </u>					
	MEDIUM	vvnit	te 12 pack	0.99 - 1.49	110	1.37	White 12 pag	1.25 - 1.4	9 120 1.34	White 12 pack	0.68 - 1.00	340	0.92			
USDA	White 12 pack White 18 pack			1.99	170			1.25 - 1.4			1.69 - 1.99	250	1.96			
GRADI				1.99	170	1.99		1.7	0 30 1.70		1.69 - 1.99	250	1.90			
A	1	Whit	te 12 pack	0.97	130	0.97	White 12 pag	k 1.0	0 20 1.00	White 12 pack	0.99 - 1.00	30	1.00			
• • •	MEDIUM		te 30 pack	0.51	130	0.57	White 30 pag		20 1.00	White 30 pack	0.55 - 1.00	30	1.00			
lus	DA ORGANIC		to oo paon				Time of par			Trime de paen						
	White 12 pack										İ					
S	Brown 12 pack	3.39 - 3.99 1	130 3.97	3.79 - 4.98	290	4.19					5.00	10	5.00			
POM	EGA-3															
E	White 12 pack	2.50 - 2.99 1	190 2.83	1.99 - 3.59	840	2.67		2.5	0 200 2.50		1.99 - 3.79	250	3.42			
ĭ	Brown 12 pack										<u> </u>					
CA	GE-FREE										İ					
L	White 12 pack	2.79 - 2.99 1	180 2.84	2.98	20	2.98					İ					
Т	Brown 12 pack			2.50 - 3.49	250	3.32					2.50 - 3.79	200	3.66			
YVE	ETARIAN FED										İ					
	White 12 pack		110 2.98	2.50 - 2.98	270	2.69						4.0				
	Brown 12 pack		150 2.96	2.49 - 3.99 ENTRAL U.S	90	3.45	COULT	IWEST U.S.		NORTH	2.99 IWEST U.S.	10	2.99			
		_														
	eature Rate 1/			,MO,NM,OK,TX				A,HI, NV)	1-	•	T,OR,WA,WY)	_				
	tivity Index 2/		,	sampled outlet 0 (includes Med			38.3% of 2,90 Activity Index = 9	0 sampled outle		32.5% of 1,200 sampled outlets Activity Index = 400 (includes Medium)						
A	White 12 pack	Activity	illuex = //	0.88 - 1.50		1.34	Activity index = s	0.99 - 1.6		,						
USDA	White 18 pack			2.50	100		2.25 30 2.2				0.90 - 1.07	300	1.46			
GRADI	Brown 12 pack			2.50	100	2.50	2.20 00 2.2	1.75 - 2.2	00 2.10		İ					
AA	MEDIUM	Whit	te 12 pack				White 12 pag	k 1.19 - 1.2	5 30 1.21	White 12 pack	1.00	10	1.00			
	White 12 pack		10 12 paon	0.88	40	0.88	771110 12 par		00							
USDA				1.69 - 2.00	150						 					
GRADI											] 					
Α	MEDIUM	Whit	te 12 pack	0.79	10	0.79	White 12 pag	k 1.0	0 130 1.00	White 12 pack						
	MEDIUM	Whit	te 30 pack				White 30 pag	k 2.24 - 2.4	9 80 2.38	White 30 pack	 					
US	DA ORGANIC												·			
s	White 12 pack										 					
В.	Brown 12 pack							3.9	9 10 3.99		ļ					
E OM	EGA-3										 					
С	White 12 pack										4.00	10	4.00			
1 04	Brown 12 pack										4.90	10	4.90			
A	GE-FREE White 12 pack										 					
L	Brown 12 pack										 					
T VEC	ETARIAN FED															
Υ	White 12 pack										 					
	Brown 12 pack										 					
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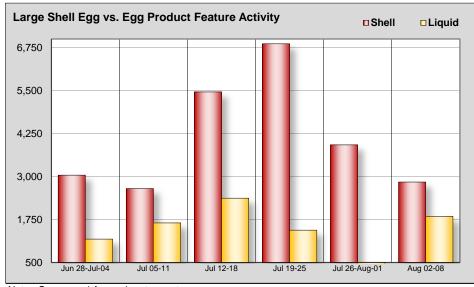


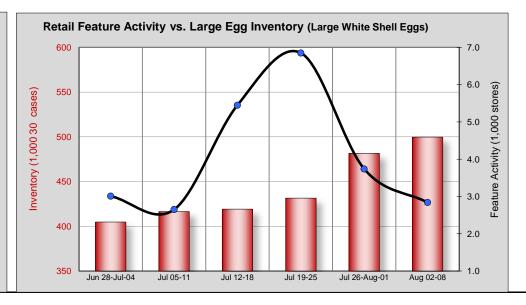
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(prices in c	dollars pei	carton)
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EGG	THIS LAST LAST WEEK WEEK YEAR		ST NORTHEAST		SOUTHEAST MIL		MIDW	MIDWEST S		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
PRODUCTS			YEAR	NORTHEAST		SOUTHEAST WIDWEST		LJI	SOUTH CENTRAL		SOUTHWEST		NONTHWEST		
1/ Feature Rate	8.5% 1.6% 5.4%		5.4%	30.0% of 4,600 sampled		4.5% of 6,100 sampled		5.2% of 4,200 sampled		1.6% of 4,200 sampled		0.5% of 2,900 sampled		0.6% of 1,200 sampled	
2/ Activity Index	Index 1,840 270 1,780		1,780	Activity Index = 1,340		Activity Index = 260		Activity Index = 190		Activity Index = 40		Activity Index = 10		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	1,560 2.42	250 2.76	600 2.65	2.00 - 3.00	1,160 2.43	2.00 - 2.50	260 2.38	1.99 - 3.00	90 2.35	2.29	40 2.29	2.99	10 2.99		
32 oz. crtn	270 4.92	20 3.99	890 4.79	3.97 - 5.99	170 5.47			3.99	100 3.99						
3 - 4 oz. cup	10 1.99		290 2.76	1.99	10 1.99										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.